

THE SUNSET STRIP

Sunset Strip Business Improvement District Advisory Board Meeting

Location: Audio/Video Conference via zoom

<https://us02web.zoom.us/j/83208763208?pwd=QWpxR0pDTU9Ea3JBcm5N1NhWDJNdz09>

Meeting ID: 832 0876 3208 | Passcode: 050750 | Call in: 669-900-9128

AGENDA

Monday, October 18, 2021, 2021 @ 11:00 a.m.

- 1) CALL TO ORDER/CHAIR REPORT – Brett Latteri 11:00 AM
 - a. Self-Introductions/Roll Call
 - b. Posting of Agenda
 - c. Board Comments on Agenda
- 2) APPROVAL OF SEPTEMBER MINUTES – Brett Latteri 11:05 AM
 - a. September 20th Minutes
 - b. September 24th Minutes
- 3) FINANCIAL REPORT – John-Baptiste Godard 11:10 AM
 - a. Current Financials
 - i. Approve September Financials
 - b. BID Assessment Collection Update (City Staff)
- 4) EXECUTIVE DIRECTOR REPORT – Genevieve Morrill 11:15 AM
 - a. CBA Sponsorship Discussion & Vote
 - b. Marketing Report (Leslie Espinoza)
- 5) EXTERNAL PARTNER REPORTS 11:20 AM
 - a. City of West Hollywood – Tara Worden / Janet Jimenez / Paolo Kespradit
 - b. West Hollywood Sheriff's Report – Lt. Moulder / Sgt. Lapkin
 - c. Block by Block Report – Shea Gibson
 - d. Canyon Country Social Media / Influencer Report – Lea Fisher / Brittney Mead
 - e. West Hollywood Travel + Tourism Board – Tom Kiely / Jeff Morris
 - f. West Hollywood Chamber of Commerce – Gen Morrill
- 6) PRESENTATION – Katie Bright 11:55 AM
 - a. Brightside Creative Academy – Once Upon a Cocktail
- 7) COMMITTEE REPORTS 12:05 PM
 - a. Events Committee – John Terzian
- 8) UNFINISHED BUSINESS – Brett Latteri 12:10 PM
 - a. Swearing in of new Board Members:
 - i. Julian Tucker, Karen Dailey, & Charles Essig
 - b. Nominations & Board Election
- 9) BOARD MEMBER COMMENTS 12:20 PM
- 10) PUBLIC COMMENTS 12:25 PM
- 11) ADJOURNMENT 12:30 PM

NEXT MEETING: NOVEMBER 15TH

AFFIDAVIT OF POSTING

State of California)
County of Los Angeles)
City of West Hollywood)

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk, and that this document was posted on:

Date: October 13, 2021
Signature: \\Alyssa T. Poblador\
Office of the City Clerk